DOCUMENT RESUME

ED 117 504 CE 006 181

TITLE Consumer-Business Days; Community-Wide Program. Project Guide No. 101.

INSTITUTION New York State Dept. of Commerce, Albany. Woman's Program.

NOTE 37p.

EDRS PRICE MF-$0.83 HC-$2.06 Plus Postage

DESCRIPTORS *Business; Community Cooperation; *Community Organizations; *Community Service Programs; *Consumer Education; Program Descriptions; Program Development; *Program Guides; Program Planning; School Community Cooperation; School Industry Relationship; Youth Clubs

ABSTRACT

The project guide describes the organization and implementation of consumer-business days, a community-wide business effort in a concentrated period of time (one week to one month) in which: (1) manufacturers; retailers; and financial, trade, and service organizations provide information, literature, tours, clinics, and programs for local consumers; and (2) men's, women's, and youths' organizations, schools, colleges, libraries, civic and government agencies devote their meetings and exhibits for the period to one of these business-supplied programs. The responsibilities of the following groups and individuals involved in organizing the program are briefly discussed: general chairman, central committee, publicity, program coordinator, clubs/community groups, schools and youth, libraries, business and industry, and business and industry sub-committees. An outline of five steps involved in implementing the program and an organizational chart are also presented. The bulk of the document contains sample forms and suggestions for the program including: letters and questionnaires enlisting participation of business leaders, clubs, and youth groups; letter enclosure explaining the project; program suggestions for clubs, schools, and organizations; program suggestions for business and industry; program confirmation form; sample calendar of events (includes approximately 200 activities); and sample radio and television spot announcements. (Author/MS)

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PROJECT GUIDE No. 101

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CONSUMER-BUSINESS DAYS

A COOPERATIVE CONSUMER EDUCATION PROJECT BY BUSINESS AND COMMUNITY ORGANIZATIONS

U S DEPARTMENT OF HEALTH
EDUCATION & WELFARE
NATIONAL INSTITUTE OF
EDUCATION

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DEPARTMENT OF COMMERCE
NEAL L. MOYLAN, Commissioner

WOMAN'S PROGRAM
GUIN HALL, Deputy Commissioner

CE006181

A MESSAGE FROM THE GOVERNOR

New York State has long recognized its responsibility for protecting its 18 million consumers. We constantly seek to develop and improve our consumer-oriented programs, particularly in these days of growing consumer concern.

The State Commerce Department, through its Woman's Program, has opened up a new avenue to promote cooperation between consumers and businessmen. This brochure explains the program in detail, and I am sure the communities throughout our State will cooperate wholeheartedly in making Consumer-Business Days meaningful and successful.

GOVERNOR

INTRODUCTION BY THE COMMISSIONER

The concept of Consumer-Business Days was developed by the State Commerce Department's Woman's Program in cooperation with the Syracuse Chamber of Commerce. With the full participation of all segments of the community, consumers and businessmen joined in a month-long program which brought about greater understanding on both sides of the retail counter, as well as of the workings of industry.

The Consumer-Business Day is an effective method of breaking barriers of communication. The exchange will help consumers to get the most value for their dollars and create an awareness of the ever-increasing wealth of goods and services available in the marketplace. It will help business and industry to achieve a better rapport with the consumer and improve sales and product satisfaction.

COMMISSIONER

CONSUMER-BUSINESS DAYS
Community-Wide Program

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CONSUMER-BUSINESS DAYS

DEVELOPED BY
NEW YORK STATE DEPARTMENT OF COMMERCE
WOMAN'S PROGRAM

Consumer-Business Days is an all-out, community-wide business effort in a concentrated period of time (one week to one month) in which:

- manufacturers, retailers, and financial, trade and service organizations provide information, literature, special tours and exhibits, and special clinics and programs for local consumers, and
- men's, women's and youth's organizations, schools, colleges, libraries, civic and government agencies devote their meetings and exhibits for the period to one of these business-supplied programs.

This is an educational project, not a sales promotion effort, though the long-range effect will result in better business.

Consumer-Business Days can develop new channels of communication between consumers and business, and help establish a rapport between the two groups. In addition, the project focuses attention on the many services business provides to help consumers get the most value for their dollars.

Organization: (see chart) Schedule "A"

1. General Chairman - should be a prestigious business leader in the community who is consumer oriented, and who will be in charge "in fact" and not "in name only."

2. Central Committee - this group will direct and coordinate the entire project. The success of the program will depend on the planning, organization and supervision of this committee. Its duties will be to determine a budget; set the schedule and time table; plan all events such as opening day ceremonies, luncheons, dinners, receptions etc.; determine the advertising and display such as street decorations, the graphics, signs, logo and special consumer buttons; coordinate the club, school

and library requests for programs with the related businesses; and plan and direct the over-all publicity campaign and coordinate and publicize all programs in clubs, schools, libraries and special business clinics.

Members should be top echelon people who can devote the necessary time; be able to attend meetings; be able to communicate effectively with others; and provide leadership, imagination, inspiration and guidance. Membership should be made up of the chairmen of the various groups: Publicity, Clubs, Program Coordinator, School and Youth, over-all Business, plus the chairmen of the specialized business groups. (See Schedule "A") In addition to the chairman of the news media group, it would be advisable to include another member so that both the press and radio and TV are represented.

3. Publicity - Headed by a working chairman, who is both consumer and business oriented, and who will direct the activities of a committee to plan and execute a coordinated campaign.

Included on this committee should be the publicity coordinator from each of the following: clubs, school and youth group, business, the press and radio and television committees. All groups should channel their publicity through their publicity coordinator, who will in turn channel it through this committee.

This committee should issue a complete weekly and daily calendar of events. The entire calendar might be distributed in retail stores, banks, libraries, "Y's," senior citizens' clubs or any other traffic location. It should also be published in the newspapers. Weekly and daily events should be announced on radio and TV as well.

Radio and television stations should be requested to schedule a special program or a series of programs, and interviews on regular personality programs. Public service announcements aimed at consumer education should be provided to the stations for broadcast throughout the Consumer-Business Days period. (Schedule "F" offers sample announcements. A series of suggested announcements can be made available on request to the New York State Department of Commerce, Division of Public Information.)

From a gradual build-up of set teasers, starting as soon as the decision is made to undertake this project, publicity should gain momentum and reach a peak immediately preceding the opening day of the project. Efforts should be made to obtain strong publicity throughout the duration of the program. An interesting device might be to select, possibly through a contest, a representative "Consumer Family" or series of families, who would tour businesses and industries. Their comments and reactions would serve as a focal point for publicity. A newspaper supplement might be developed for a Sunday issue as a cooperative advertising project and strong radio and television presentations and summaries might be planned for the close. It would be an excellent idea to make this committee a permanent group which could do continuing follow-up projects.

4. Program Coordinator should be a key member of the Club Committee who is business oriented and is responsible for coordinating club requests for programs with the businesses which can provide the programs. The sub-committees of the Business and Industry Committee will assign a member to work with this coordinator. Written program confirmations (Schedule "D") should go to the club requesting the program, the Club Committee, the Central Committee, the Publicity Committee, the business providing the program and the Business and Industry Committee.

Programs should be tailored to the social, economic, age and intellectual levels of the general club membership. When planning a program, the size of the audience must also be considered. For example, a group of 200 may rate a bank president while a group of 20 would be content to hear a junior executive. A group of teen-agers may better relate to a person in the twenties than a staid conservative fifty plus. Also, it is very important that these programs not only be educational but interesting and not be a "sales pitch." Keep in mind that speeches are usually more interesting if visual aids or demonstrations are included.

A general opening format should be developed with the Publicity Committee to explain the purpose of the project - what it's all about and why.

5. Clubs/Community Groups - The function of this committee is to enlist the participation of all men's and women's social and service clubs by having them devote one or more meetings, held during the time of this project, to a consumer subject provided by business.

Chaired by a member of the Central Committee, this group should be composed of club presidents or program chairmen and include a member from the School and Youth Committee, the Youth Advisor and a key girl and boy. The Program Coordinator should be a key member of this committee.

6. Schools and Youth -

*High School Assemblies with business participation

*Consumer Teen Bulletin

*Smart Shopper Survey

*Jingle Contest

Club programs (similar to those in "5")

Chairman of this committee should be a leading educator who is a member of the Central Committee. Committee membership should include key representatives from high school and junior high school systems, public, private and parochial; appropriate representation from the colleges (home economics, business, journalism departments); youth advisor to the teen clubs who will work with the Program Coordinator in planning programs for these groups; and key boys and girls.

7. Libraries - Representatives from all library systems -- public, schools, colleges and private should be included on this Committee whose chairman would be a member of the Central Committee.

All libraries should develop a list of "positive" consumer literature and devote their displays to consumer information which might be the library's own display or an exhibit provided by business. Those libraries which do have in-library

*Information is available on request to New York State Department of Commerce, Woman's Program.

programs should devote the programs to consumer subjects and work with the program coordinator who will arrange for business to provide the desired programs.

8. Business and Industry - The Chairman of the committee must be a leader of outstanding ability and prestige in the business community who can weld the diverse businesses into a well coordinated group. He, along with his sub-committee chairmen, will be important members of the Central Committee. (See Organization Chart - page 7.)

Manufacturers; news media; retailers; utilities and government; transportation; food suppliers; banks and financial institutions; automobile dealers and repair facilities; home builders and home improvement contractors; real estate dealers; insurance companies; the legal profession; health services (which should include doctors, nurses, associations, hospitals, Red Cross, Blue Cross and other specialized services); and personal services (this includes a wide variety of businesses such as laundry and dry cleaning, beauty care and aids, undertakers, television services and other areas of consumer need) should form separate committees and the chairmen of these committees should comprise the general Business Committee.

An important function of this committee will be to coordinate and schedule events so that there are happenings throughout the period and that these events do not conflict and thus compete with one another for an audience. (See Schedule "E") This committee will also work with Publicity in coordinating news stories and radio and television presentations.

9. Business and Industry Sub-Committees - Each group will organize a committee chaired by an appropriate member of the specific business community, who will be a member of the Business and Industry Committee.

These groups will plan in-plant events; an over-all project involving the entire industry; provide educational consumer literature for distribution; materials for interesting and educational displays; and provide a speakers' bureau for club, school and library programs and radio and television. These committees will be responsible for obtaining the active participation of all members of the industry

who will not only plan company events but will publicize the project in every possible way. Suggestions are -- franked mail with special message enclosures in monthly bills; notices in plant bulletins and publications; ads; signs; consumer buttons to be worn by those employees who meet the public.

Implementation

1. Sponsoring group (Chamber of Commerce, Better Business Bureau, Greater City Association etc.) name a Chairman and Central Committee.

   (a) Letters and questionnaires (samples attached Schedule "B") to appropriate businesses and clubs.

      (1) Answers will aid in selecting "working" members for committees.

      (2) Follow-up with personal visit or phone call to those who do not answer questionnaire.

2. Appoint committees, organize structure, map strategy, pinpoint duties.

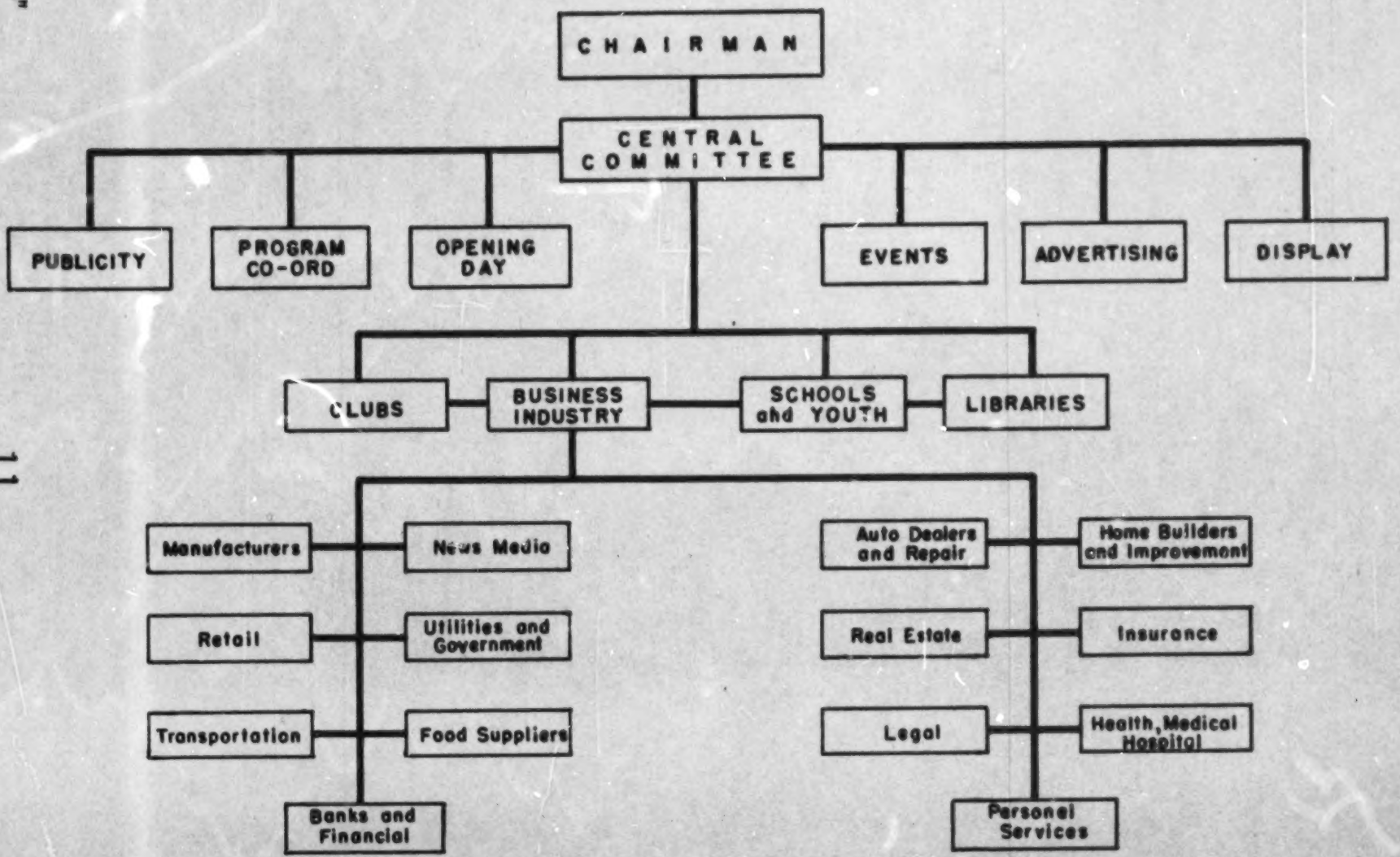
3. Involve as large a segment of the population as possible.

4. Suggested means of participation (see attached letter and lists; these should be sent out with the questionnaires). -- Schedule "C"

5. Plan strong opening and closing events.

Schedule "A"

CONSUMER · BUSINESS DAYS
ORGANIZATION CHART



Prepared by the Woman's Program • New York State Dept. of Commerce

SAMPLE
(Initial letter to business leaders enlisting participation)

Dear Businessman:

To promote a climate of understanding between the consumer and business, the (name of sponsoring organization_____) has designated (dates_____) as Consumer-Business Days. The enclosed plans will outline the purpose and aims of this project.

Let's educate not legislate! In a booklet on consumer education, issued by the President's Committee on Consumer Interests, it is noted that "Business..... must play a major role if consumer education is to be truly effective.....As expert constantly operating in the marketplace, the businessman is in the position of being the authority who can best enlighten the consumer, who cannot be as knowledgeable as he."

Every sector of the business community is urged to present a strong program emphasizing its particular areas of consumer concern. How can you participate? Please answer the enclosed questionnaire. The enclosed plans offer some suggestio and you will have many other ideas. A committee member will then contact you to coordinate your program with the over-all community effort.

We are counting on your cooperation and very active participation in this vital project.

Sincerely,

Chairman
Consumer-Business Days

SAMPLE QUESTIONNAIRE TO ACCOMPANY SCHEDULE B-1 LETTER

CONSUMER-BUSINESS DAYS (DATE_____)

A COMMUNITY PROGRAM SPONSORED BY _____

1. Our firm _____ will participate in the events of Consumer-Business Days (date_____)

2. Possible areas of participation are:

_____ Open House

_____ Behind scenes tours (publicizing operations or people normally in the background)

_____ In-store or business displays

_____ Window displays

_____ Consumerama or Fair _____ on own premises _____ in cooperation with other businesses at a location other than own

_____ Speakers _____ clubs _____ schools _____ libraries

_____ Special programs _____ clubs _____ schools _____ libraries _____ film or slide presentation _____ demonstration: _____ appliances _____ food _____ fabric _____ other (specify)

_____ other programs (specify)

_____ Public service ads

_____ Salute to workers who serve consumers

_____ Taste Testing

_____ Consumer surveys

_____ Mail enclosures

_____ Displays for schools _____ libraries _____ non-competitive business locations

_____ Frank mail

_____ Other suggestions (specify)

Name_____Title _____

Firm_____

Address_____Telephone_____

Please return to: (name)_____
(address)_____
_____

Schedule "B"-2

SAMPLE
(Letter to enlist participation of clubs)

Dear Club Leader:

Much has been said about the needs of consumers and with your help, your own community will answer these needs.

The (name of sponsoring organization_____) has designated (dates_____) as Consumer-Business Days. We urge that your organization participate by devoting a meeting during this period to a consumer subject.

The enclosed plans will outline the purpose and aim of this program. Help your community, communicate and get the most for your dollars.

Because your community provides such a spectrum of businesses and services, a wealth of information and ideas can be tailored to the interests of your group.

Please return the enclosed questionnaire to (name of Program Coordinator _____) and let us coordinate a program for you.

Sincerely,

Club Chairman
Consumer-Business Days

SAMPLE QUESTIONNAIRE FOR CLUB REPRESENTATIVES TO ACCOMPANY B-3 LETTER

Your Name _____

Address _____

Phone _____

Your Organization Name	Total Membership	Meeting Dates & Time	
_____	_____	_____	___

We would like:

☐ 1. A speaker, slide or film presentation on a specific consumer topic.

☐ 2. A 1-hour program of panelists who are experts in a variety of consumer topics.

☐ 3. A daytime visit behind the scenes of business.

☐ 4. A consumer workshop involving our members.

☐ 5. A group study project.

6. Please number subjects in order of interest to your membership:

☐ food	☐ legal matters
☐ credit	☐ purchasing big ticket items
☐ insurance	☐ interior decoration
☐ home repairs & improvement	☐ buying a home
☐ money management	other:
☐ services & repairs	☐
☐ fabrics	☐
☐ grooming	☐

Date _____

Return to:

Name _____
Coordinator, Consumer-Business Days
Address _____

_____

SAMPLE
(Letter to enlist participation of Youth Groups)

Dear Youth Leader:

You and other teens in our country are spending over 30 billion dollars annually. This makes you a very important consumer.

The (name of sponsoring organization_____) has designated (dates_____) as Consumer-Business Days. Your local businesses want to know your needs and wants as consumers. We're enclosing the general plans for the program. Let's have an exchange of ideas! Let's "hear it and tell it like it is." How? By having your club devote a meeting during this time to one of the consumer topics and letting us help you plan the program. Fill out the enclosed questionnaire and return it to me. We'll take it from there.

Help your "economic power group" learn to spend dollars wisely during Consumer-Business Days.

Sincerely,

Teen Coordinator
Consumer-Business Days

SAMPLE QUESTIONNAIRE FOR YOUTH GROUP REPRESENTATIVES TO ACCOMPANY B-5 LETTER

Your Name _____

Address _____

Phone _____

Your Organization Name	Total Membership	Meeting Dates & Time
_____	_____	_____ ___

My organization will plan a meeting for Consumer-Business Days.

☐ Yes ☐ No

We would like:

☐ 1. A speaker, slide or film presentation on a specific consumer topic.

☐ 2. A 1-hour program of panelists who are experts in a variety of consumer topics.

☐ 3. A daytime visit behind the scenes of business.

☐ 4. A consumer workshop involving our members.

☐ 5. A group study project.

☐ 6. Please number subjects in order of interest to your membership:

☐ Fashion and Fads
☐ Charm & Grooming
☐ Teenage Diet
☐ Records and Sounds
☐ Buying for Sports
☐ Your First Car
☐ Teenage Credit
☐ Money-Spending & Saving
☐ Your First Home, Apartment or House
☐ Contracts
☐ Do-It-Yourself
☐ Wise Buying

☐ Other _____

_____

_____

Date _____

Return to:

(Name) _____
Teen Coordinator, Business-Consumer Month
(Address) _____

_____

Schedule "B"-6

PLANS FOR CONSUMER-BUSINESS DAYS
FOR GENERAL DISTRIBUTION

Under the guidance of the (name of sponsoring organization_____) an exciting consumer information program will take place in your community on (date _____). It will be a positive program designed to educate - to help consumers get the most for their dollars in the marketplace - to make consumers aware of the many services now provided by business - to develop a means of communication between the consumer and business - and to establish a rapport between the two groups.

In this community-wide all-out effort, manufacturers, retailers, trade and service industries will participate in providing information, tours, exhibits and special programs. Men's, women's and youth's organizations are being urged to devote a meeting during this period to a consumer topic. Schools, colleges and libraries will be both participants and contributors.

Attached are two lists of ideas for participation -- one for business and industrial firms and one of program ideas for clubs and organizations. It is suggested that the clubs, in planning their meetings, use the business list to determine the types of programs that business will make available to them; and that business use the club list to determine the type of programs which would be of interest to the clubs. Both groups are urged to make additional suggestions for program ideas.

Att.

Schedule "C"-1

Program Suggestions for Clubs, Schools and Organizations Which Could Be Supplied by Local Businesses and Industries During the Consumer-Business Project

. Presentation by a food store manager on how to make the best out of the food dollar.

. Demonstration of various cuts of meats by a local butcher.

. Discussion with examples of fabrics, by a local decorator on how to plan furnishings for home and how to shop.

. Discussion by a furniture store manager on how to judge various veneers and constructions of furniture.

. Discussions, especially for older persons, on hearing aids, eyesight and eyeglasses.

. Home improvement information -- possibly from a builder.

. Understanding various kinds of insurance.

. TV repair.

. Auto repair and auto parts and know-your-car.

. Cosmetology and hairdressing (what you should know about wigs).

. Appliance purchasing and repairs.

. Installment credit.

. Money management.

. New fabrics and their care (including dry cleaning and laundry information).

. What you should know about household paints.

. What to look for in children's clothes.

. Where to go for information.

. Considerations to be made in purchasing big ticket items.

. What you should know about purchasing floor coverings.

. What you should know about air conditioning and heating.

. Legal advice - wills, estates, installment purchasing.

. Plant tours will be made available.

. Panels of businessmen for question and answer sessions.

Suggestions for Business and Industry Participation in the Consumer Business Project

- Business service ads promoting the project (could be a business as part of a regular ad).
- Interior displays in retail stores and banks (featuring a consumer fair atmosphere would be good).
- Window displays in retail stores and banks or any other consumer product industry.
- Community meetings held on company premises open to the public which present experts explaining news in their fields and wise shopping tips.
- Demonstrations of electrical appliances -- suppliers should be willing to participage.
- Ad picturing all of the people who work behind the scenes to serve the consumer would be good. Consumers have no idea how many different workers help them.
- Libraries might set up exhibits of books on consumer buying topics. They should also have a list of all the consumer activities to be conducted during the project.
- Newspapers or radio and television stations might sponsor contests on such topics as -- a name for the project; 10 most helpful businessmen and women who serve consumers; 10 best tips for shopping wisely; a typical consumer family.
- Newspapers, radio and TV might interview some of the many workers behind the scenes who serve consumers.
- Food markets, banks, manufacturers, auto dealers, etc., might hold open house -- for the general public or for an invited group of community leaders -- to tell their consumer story on the premises.
- Tours behind the scenes of business and industry might be conducted for community leaders.
- Taste testings are very popular with women shoppers. They like to be asked their opinions on various foods under consideration.
- Speakers might be available during the program.
- Food markets might distribute special low cost recipes prepared by Cooperative Extension.
- Banks, Telephone Company, retailers, etc. might include special inserts promoting the project in their mailings.
- Manufacturers and retailers might wish to stage an open gathering session or week during which women are invited to vote their preferences on a variety of designs under consideration.
- Banks could hold money management meetings on the premises or make them available to organizations.

(C-3 cont.)

. Businesses and industries with space might invite clubs to hold their meeting on the premises and to hear a consumer program provided by the company.

. Auto dealers and auto repair centers might hold classes to acquaint women and young people with the workings of today's autos and tips on auto repair.

. Consumer Panels (TV, Club Programs, etc.).

. Provide consumer information literature.

. Those with mailing machines might frank mail "Ask anyone in Glendale about consumership October 12-23."

. Provide slide or film presentations for clubs and groups.

. Hold special clinics, such as Real Estate, Home Builders, Hairdressers, Legal, Stock Investment, Safety, Credit.

. Fashion shows with emphasis on fabric blends, special care, laundering etc.

. Provide newspaper feature stories and material for TV programs (also radio).

. A consumerama with exhibits and seminars.

PROGRAM CONFIRMATION
(for use of program co-ordinator)*

CONSUMER-BUSINESS DAYS
(Date)

Name of Organization_____

Person to Contact: Name_____

Address_____

Telephone_____

Meeting Date_____ Time_____ Place_____

Is there a meal involved?_____ Luncheon_____ Dinner_____ Is speaker invited to be guest at meal? _____

Time speaker is scheduled_____

Length of program desired _____ Approx. No. Attending_____

Type of program: _____speaker _____panel _____tour _____workshop _____(other)

Topic: _____

****

Organization(s) providing program: Person to contact:

_____ _____

_____ _____

_____ _____

_____ _____

Equipment needed: _____blackboard _____projector _____screen _____microphone(s)

Other Data:

_____

_____

_____

_____

If there are any questions, contact:

(name)_____
Program Coordinator, Consumer-Business Days
(address)_____

*See page 3

SAMPLE CALENDAR OF EVENTS FOR CONSUMER-BUSINESS DAYS

(A Suggested List of Approximately 200 Activities)

Monday, April 1

9:00	Consumer Events in Schools
10:00 - 10:30	*Opening Day Ceremonies - Ribbon Cutting
10:00 - 5:30	#*Consumer Fair Emporium Department Store (Week Long Event)
10:00 - 6:30	#*Appliance Information Center - Smith's Department Store (3 Day Event)
10:00 - 8:00	#*Meet the experts - Jones Radio & TV Center (2 Day Event)
12:00	*Chamber of Commerce luncheon (reservations necessary)
2:00	*Open House - Talbert Motors
2:30	*Fashion Show - Miracle Fabrics - The Fashion Shop
2:30	*Tour H & B Food Warehouse
6:30	Pacesetter Club dinner meeting - Grant Utility Co. - "Research for Better Service"
8:00	*Ladies Fire Department Auxiliary - Home Insurance Co. "How to Plan your Insurance Needs"

Tuesday, April 2

	#*Consumer Fair - Emporium Department Store
	#*Appliance Information Center - Smith's Department Store
	#*Meet the experts - Jones Radio & TV Center
Morning	*Tour - Nation-Wide Department Store
Afternoon	Businessmen's Club luncheon meeting - "Estates and Wills" - County Bar Association
	Down-Town Associates Club luncheon meeting - Browns Television Center - "Buying & Maintaining Appliances"
	Botanical Club - Lucas Home Improvement Co. - "Planning Home Improvements"
	Potter Women's Guild - County Medical Association - "Health Guideposts"
	*Open House Tour - Herald Newspaper Plant

*Open to the public

#Continuing event

PREPARED BY THE WOMAN's PROGRAM
NEW YORK STATE DEPARTMENT OF COMMERCE

Tuesday, April 2 (cont.)

Evening	*Money Management Clinic - Maywood Library - panel discussion
	Boosters Club - Secor National Bank - "Credit Cards"
	Mothers League - Home Decorators Inc. - "Decorating Plans"
Wednesday, April 3	
	#*Consumer Fair - Emporium Department Store
	#*Appliance Information Center - Smith's Department Store
Morning	*The Art of Grooming - Make-up-wig experts - The Madison Shoppe
	*Tour - Tates Furniture Factory
	*Open House - Midland Bank
Afternoon	Professional Club luncheon meeting - Automobile Club - "Auto Safety"
	Pinehurst Club - Fire Insurance Underwriters Association
	*Tour - Giant Distributing Co.
	*Student Tour - County Court House
Evening	Community Council - Dinner meeting - Money Management and Credit - panel discussion
	*Consumer Clinic - Chancellors Hall - Retail Panel - questions and answers — food, credit, installment purchasing, appliances
	Professional League - Fashion Show - Easy Care Fabrics - Perry's
	Couples Club - "Health Panel" - doctor, dentist, hospital director, Health Insurance Inc.
Thursday, April 4	
	#*Consumer Fair - Emporium Department Store
	#*Meet the experts - Do It Yourself Center (3 Day Event)
Morning	*Tour - Robin's Dry Cleaning and Laundry
	Sacred Heart Mothers Guild - Tour French Super Market
Afternoon	Brokers' Club - luncheon meeting - Safety Film - Lennox Co.
	Mechanics Guild - luncheon meeting - "Community Services" - Better Business Bureau

Thursday, April 4 (cont.)	
	Can-Do Club - luncheon meeting - County Bar Association "When You Need a Lawyer"
	Camera Club - "Lighting" - Boyle Processing Co.
	Junior League - Tour - Randolph Motors
	*Tour - Main Public Library
Evening	Legal Secretaries Association - dinner meeting - Fashion Hair Tresses Inc.
	Home Economics Association - County Utilities Co. - "New Appliances"
	*Automobile Dealers Clinic - Jewish Community Center -- new cars, used cars, repairs, warranties
	Italian Ladies Auxiliary - Where to go for information -- Chamber of Commerce
	Community Nurses Association - Super Food Market - "Food Packaging"
Friday, April 5	
	#*Consumer Fair - Emporium Department Store
	#*Meet the experts - Do It Yourself Center
Morning	YWCA - Ladies Day Out - "Meal Planning" - Beaverbrook Electric Co.
	*Open House - Community Hospital
Afternoon	Citizens Club - luncheon meeting - Second Trust Co. "Borrowing"
	Pioneer Women - Luncheon meeting - National Savings Bank "Why Save"
Evening	Neighborhood Club - Interior Designs Inc. - Color and Fabrics
	*Tour - Jones Home Improvement Center
Saturday, April 6	
	#*Consumer Fair Emporium Department Store
	#*Meet the experts - Do It Yourself Center
	*Open House WXYR Radio Station

Sunday, April 7	
	*Tour - Consumer Panel Discussion - Carrier Automobile Company
Monday, April 8	
Morning	*Consumerama - Community College - Panel Discussion - Better Business Bureau - Insurance Association - Food Store - Retail Store - Fashion Show - (Program repeated in the evening)
	St. Joseph's Hospital Auxiliary - "Meal Planning" - Buy-rite Food Market
Afternoon	Lotus Club luncheon meeting - "The Cost of Credit" - Retail Credit Bureau
	Atlantic Club - Carter Meat Packers - "How to Buy Meat"
Evening	Alpha Beta Phi - Stone Investment Associates - "Investing for your future"
	University Women - Grooming - Jones Specialty Store
	*Consumerama - Community College (Repeat of morning program)
	Swiss Auxiliary - Purchasing Major Appliances - J. D. Distributing Co.
Tuesday, April 9	
Morning	*Tour - Supreme Super Market
Afternoon	"L" Street Club luncheon meeting - County Medical Association - "Your Health"
	*Sewing Clinic - Smith's Department Store
	National Women's Council - "What to look for when you buy furniture" - Center Furniture Co.
Evening	Baptist Church - "Nutrition" - Peter's Market
	*Home Buyers and Sellers Clinic
	Boys Club - Repairs and improvement panel -- home, radio & TV, automobile
	Cortland Club - "How to budget your money" - Citizens Bank

Wednesday, April 10	
Morning	*Open House - Red Cross
Afternoon	Fallsview Club Luncheon - Installment Credit - Retail Credit Bureau
	Medical Auxiliary - luncheon - Estates and Wills - Bar Association
	*Tour - Metropolitan Motor Sales
	Symphony Guild - Tour - Smith's Department Store
	League of Negro Women - Tour - Grand Super Market
	Students' League - Tour - Exeter Bottling Co.
Evening	Veterans' Association - Life Underwriters Association - Life Insurance and Social Security
	United Church - "Save now -- Buy later" - Smithtown Savings Bank
	Polish Women's Charity Circle - Liberty Food Market - Low Cost family meals
	Fire Fighters - Home Improvement Supply Co. - Step by step home improvement
	United Church Women - Grooming - Betty Beauty Salon
Thursday, April 11	
Morning	*Tour - Trippler's Department Store
Afternoon	*Open House - Channel 13 TV
	Law Wives - luncheon meeting - "Nutrition and Diet" - Van Dyke's Markets
	Scouts - ACME Freight Lines - "Bringing Goods to Market"
Evening	#*Home Improvement Planning Clinic and Exhibit - Davenport Sales Co. (3 Day Event)
	*Senior Citizens - Movie on retirement - Commercial Bank
	Association of Bank Women - Tour - Albee Motors
	Ukranian Club - "New Fabrics" - Glen's Laundry

Thursday, April 11 (cont.)

*Seminar on Investments - Brownell & Co.

Civic Club - County Bar Association - Consumer Legislation

Friday, April 12

Morning

#*Home Improvement Planning Clinic and Exhibit - Davenport Sales Co.

YWCA - Ladies Day Out - Installment Credit - Mohawk Commercial Bank

Association of Women Voters - Consumer Legislation - Food Suppliers Association

Afternoon

K. C. Club - luncheon meeting - Safety - City Electric Co.

Young Home Makers Club - Nutrition and the young family - L & K Market

Girls Club - Tour - Grand Bakery

*Tour - Lincoln Bank

*Tour - Fire Department Headquarters

Evening

*Tour - Smithfield Motors

Saturday, April 13

#*Home Improvement Planning Clinic and Exhibit - Davenport Sales Co.

*Open House - Able Photo printing and developing

Sunday, April 14

*Open House - County Airport

Monday, April 15

#*Insurance Week - Information booth (week long event)

#*Meet the experts - Howe Jewelry Co. (2 Day Event)

Morning

Mother's Club - "Diet" - Franklin Market

Norwood Senior Citizens - Real Estate Board - "Selling, renting or buying a home after retirement"

Monday, April 15 (cont.)

Afternoon	Newsmen's Club luncheon - Home Insurance Co. - "Is this insurance necessary?"
	Young Businessmen's League - Luncheon meeting - "Investments" - Brown Brokers
	*Smithtown Library - "Diet and Health" - Dairy League
	Valley Community Club - Public Transit Co. - "How public transportation serves you"
	Southwood Girls' Club - "Grooming" - Smith's Department Store
Evening	Carrier Men's Club - Brighton Investment Co. - "How to plan for your future"
	Southside Club - County Medical Association - "The High Cost of Health Services"
	*Home Building and Repairs Clinic
	Rainbow League - "Information Please" - Telephone Co.

Tuesday, April 16

	#*Insurance Week - Information booth
	#*Meet the experts - Howe Jewelry Co.
Morning	Tour-Central Bakery Co.
Afternoon	Central Church - World Travel Co. - "How to Plan Your Travel"
	Greek Orthodox Ladies' Society - Carpet decorators - "How to choose your carpets"
	*Tour - United Insurance Co.
	Reformed Church - Tour-All State Insurance Co.
	*Student Tour - Emporium Department Store
Evening	*Lutheran Couples' Club - Consumer panel - Insurance - Legal - Real Estate
	Lynbrook PTA - "Food" - Empire Markets
	Sportsmen's Club - Community Transit Lines - "The Future of Public Transportation"
	Christian Science League - Grocery Packaging Association - "Food labeling and packaging"

Wednesday, April 17	
	#*Insurance Week - Information booth
	*Tour - Post Office
Morning	*Behind the scenes tour - Bradford Co.
Afternoon	Fairview Golf Club - luncheon - "Safety" - Franklin Insurance Co.
	Lady Engineers - Luncheon - Wardrobe planning with informal fashion show - Benton Shop
	*Centerville Library - "Installment purchasing" - Retail Credit Bureau
	*Behind the scenes tour - Jaycox Stores
	*Student tour - Channel 8 TV
	*How to Select Meat demonstrations - ACME Super Market
Evening	Society of CPA's - "Consumer Legislation" - New York State Attorney General
	*Open House - Rent-A-Tool Co.
	Kenwood Yacht Club - Landscaping - Greenhouse Florists
	*Crofton Senior Citizen's Club - "Facts about Hearing Aids" - Preston Medical Alumni Association
Thursday, April 18	
	#*Insurance Week - Information Booth
	*Food Fiesta - Publix Markets
Morning	Tour-Mayfair Dairy
Afternoon	Traffic Club - Luncheon Meeting - "Nutrition for Your Hearts Sake" - Heart Association
	Retired Teachers Association - Luncheon - "Getting the Most for Your Clothing Dollars" - Lady Lynn Shop
	YWCA Service Club - "Be a Better Shopper" - Better Business Bureau
	United Negro Women - Tour - Reynold's Motor Co.
	*Student Tour - Baxter's Restaurant
Evening	Transportation Club - Dinner Meeting - "The Cost of Credit" - Town and Country Saving Bank
	Professional Wives Club - "Convenience Foods" - County Extension Service
	*Open House - Airline Reservation/Computer Center

Friday, April 19	
	#*Insurance Week - Information Booth
Morning	YWCA - Ladies Day Out - "Decorating Tricks" - Staple's Sewing Center
	Mothers' Club - Tour - Sterling Drug Store
	*Senior Citizens Group - "Watching Television" - American Optometry Society
Afternoon	Cerebral Palsy Auxiliary - Tour - City Hall
Evening	*Open House - Chamber of Commerce
Saturday, April 20	
	#*Insurance Week - Information Booth
	*Open House - Greyhound Bus Terminal
Sunday, April 21	
	*Open House - Community College
Monday, April 22	
	*Open House - City Hall
Morning	*Tour - local plant
Afternoon	#*On the street interviews - press, radio, TV (week long event)
	*Consumer panel - Federation of Women's Clubs
	Welcome Neighbor Club - "Where to go for Information" - Chamber of Commerce
	*Tour - Food Market
	*Film-How to be A Better Shopper - Court Street Library
Evening	State University Alumni Association - "Zoning" - Home Builders Association
	Plymouth Study Group - "Decorating With Color" - Amold's Paint Shop

Tuesday, April 23	
Morning	*Tour - State Bank
Afternoon	#*On the street interviews - press, radio, TV
	Academy Mothers Club - luncheon - "Diet for Teens" - Blue Cross
	*Women for Community Improvement - Panel - Department store - bank - food - furniture store
	*Open House - Telephone Co.
Evening	*Down town Business Association - dinner - speaker (reservations only)
	Book Club - "Health & Diet" - Harvard Health Store
	Ski Club - "How to Get the Most for Your Dollars" - Atlas Sporting Goods Store
Wednesday, April 24	
Afternoon	#*On the street interviews, press, radio, TV
	*Medical Society Auxiliary - consumer panel - diet, exercise, dental care, hospital costs
	*Rescue League - Demonstration low cost meal preparation - County Extension Service
	Bradburn College Alumnae - Consumer Information - Public Library
	Student tour - local plant
Evening	Steamfitters Union - Dinner meeting - "Heating and repairs" - Major Home Repair Service
	Braille Society - Grooming - Mamouth Department Store
	City Secretarys Association - "Airport Safety" - Skyhawk Airlines
	Travel Agents Association - New Legislation - County Bar Association
Thursday, April 25	
Morning	*Tour-County Court House
Afternoon	#*On the street interviews; press, radio, TV

Thursday, April 25 (cont.)

Catholic Daughters - "What to Look For In Wigs" - Modern Beauty Shop

*Tour - Stock Broker

Evening

*Cocktail party - Know your Local Businessman (reservations only)

Insurance Women's Association - Advertising-how it affects you - Johnson Agency

Benefit Association - Safety in Wiring - A. B. C. Electrical Co.

Friday, April 26

Morning

YWCA - Ladies Day Out - Automobile Maintenance - Arnold Motors

Afternoon

#*On the street interviews - press, radio, TV

Friday Luncheon Club - Decorating - County Agent

Gordon Secretarial School - Assembly - Legal, fabrics, grooming, employment

*Open House - Local Industry

Saturday, April 27

*Wind up - Consumer parade - floats

PREPARED BY THE WOMAN'S PROGRAM
NEW YORK STATE DEPARTMENT OF COMMERCE

SAMPLE RADIO SPOT ANNOUNCEMENT

PROGRAM MATERIAL:	SPOT ANNOUNCEMENT	TIME: ONE MINUTE
LOG:	PUBLIC SERVICE ANNOUNCEMENT	
SUBJECT:	CONSUMER-BUSINESS DAYS-- "Consumer Tips"	
USE:	THROUGHOUT DESIGNATED PERIOD	

Time for a Consumer-Business Days tip. By now you're aware that there's a happening taking place right here in the (name) area. . . a (for designated period of time) happening called Consumer-Business Days. Its purpose is to make you a better informed consumer. Throughout area stores and businesses, you'll see employees wearing Consumer buttons. These employees will welcome the chance to steer you toward quality - and price-minded purchases. Then, if you're a member of a club or organization, check your meeting calendar. Chances are excellent that your monthly meeting will feature an informative talk by a knowledgeable business executive or a tour of a local industry. If your organization has not arranged such a meeting or tour, contact the (name) Chamber of Commerce to arrange one later in the year. This has been a consumer service message brought to you by the New York State Commerce Department and Station _____ (calls).

SAMPLE RADIO SPOT ANNOUNCEMENT

PROGRAM MATERIAL:	SPOT ANNOUNCEMENT	TIME: ONE MINUTE
LOG:	PUBLIC SERVICE ANNOUNCEMENT	
SUBJECT:	BUSINESS-CONSUMER DAYS -- Food Buying Tips	
USE:	THROUGHOUT DESIGNATED PERIOD	

Time for Business-Consumer Days tips on getting more for your food dollar. First and foremost, plan ahead. Take the time to check your shelves and to map out your menus for the week. Checking shelves reduces your chance of overstocking on items you've forgotten you have on hand, and assures you of getting the ones in short supply. When you're planning menus, have your newspaper handy. The specials your stores are advertising are money savers. Try to work them into your menus. Specials on non-perishable items offer you a chance to purchase often-used supplies in quantity and to save, too. Finally, try NOT to shop at a time when you're hungry. Nothing spurs costly impulse buying more than an empty stomach. This has been a consumer service message from the food marketing industry* of the (name) area in cooperation with the State Commerce Department and Station

_____.
(calls)

*Similar spots are available for appliances, automobile, banking and other area businesses and industries.

SAMPLE TELEVISION SPOT ANNOUNCEMENT

PROGRAM MATERIAL: VOICE--OVER TV SPOT TIME: 20 SECONDS

LOG: PUBLIC SERVICE ANNOUNCEMENT

SUBJECT: CONSUMER-BUSINESS DAYS

USE: THROUGHOUT DESIGNATED PERIOD

VIDEO	AUDIO
*SLIDE: CONSUMER-BUSINESS DAYS	The business world is your world... one that you, the consumer, have created through your needs and desires. Get better acquainted with what this world offers you. During Consumer-Business Days in (name of community), stop in at your favorite places of business. Ask for consumer information to make you a better buyer.

*Slide, featuring the logo, must be provided.

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